

Message Text

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ACTION EUR-12

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SUBJ: COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND FY 75 -
SECOND PROGRESS REPORT

REF: BERN 4081, STATE 271447, STATE 280182, BERN 0911

1. POSTS WERE INSTRUCTED IN STATE 280182 TO SUBMIT CCP
PROGRESS REPORTS ON MANAGEMENT BY EXCEPTION BASIS. MAJOR
PROBLEM WE HAVE HAD AND FORESEE FOR BALANCE OF FISCAL YEAR
IS A BUDGETARY ONE, AS DESCRIBED PARA 3 AND FOLLOWING
BELOW.

2. ON PROJECT NO. 2 HEALTH CARE, IT SHOULD BE NOTED THAT THE
HOSPITAL SYSTEMS AND EQUIPMENT TRADE MISSION WILL BE COMING
TO SWITZERLAND IN APRIL INSTEAD OF FEBRUARY. INDICATIONS
AT THIS POINT ARE THAT MISSION WILL BE VERY SUCCESSFUL.

3. STATE 23471 IMPOSED A TRAVEL FREEZE WHICH IS EXPECTED HERE
TO CONTINUE THROUGHT THE END OF THE FISCAL YEAR. WASHINGTON
AGENCIES ARE ALREADY AWARE THAT COMMERCIAL STAFF OF THIS
EMBASSY TRAVEL EXTENSIVELY THROUGHOUT SWITZERLAND, AND THAT
TRAVEL AND PERSONAL VISITS TO OUR BUSINESS CONTACTS ARE OFTEN
THE ONLY MEANS BY WHICH WE CAN EFFECTIVELY ACCOMPLISH OUR
OBJECTIVES. THE IMPOSITION OF A TRAVEL FREEZE WILL
MAKE IN IMPOSSIBLE FOR US TO ACHIEVE MANY OF OUR CCP

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GOALS. FOR EXAMPLE, WE HAVE HAD TO INDICATE IN

BERN 0911 TO USDOC THAT WE COULD NOT UNDERTAKE A MARKET RESEARCH PROJECT ON LABORATORY INSTRUMENTS FOR WANT OF DOLS ABOUT 500 IN TRAVEL MONEY. THIS IS A PROJECT WE WOULD HAVE WELCOMED. WE ALSO HAVE DIFFICULTY ADEQUATELY PREPARING FOR THE HEALTH SYSTEMS TRADE MISSION. OUR TRADE AND LICENSING OPPORTUNITY REPORTING WILL SUFFER, AS WILL OUR PREPARATIONS FOR THE NUCLEX EXHIBITION.

4. FURTHERMORE, THE STEADY APPRECIATION OF THE FRANC AGAINST THE DOLLAR HAS CAUSED THE EMBASSY TO ELIMINATE ALL BUT THE MOST ESSENTIAL EXPENDITURES, AT LEAST THROUGH THE ENAD OF THE FISCAL YEAR. THE BERN COMMERCIAL NEWSLETTER WAS LAST PUBLISHED IN NOVEMBER 1974 AND WILL NOT BE PUBLISHED AGAIN BEFORE SEPTEMBER ALTHOUGH OUR READERS ARE ACCUSTOMED TO RECEIVING IT EVERY SECOND MONTH AND WE HAVE NO PROBLEM FINDING WORTHWHILE MATERIAL TO FILL ITS PAGES. THE FREQUENCY WITH WHICH OUR BUSINESS CONTACTS ASK WHEN THE NEXT ISSUE WILL BE COMING OUT IS GRATIFYING; THE ANSWER WE MUST GIVE IS EMBARRASSING. THE NEWSLETTER HAS BEEN OUR MOST IMPORTANT PUBLICATION, THE MEANS BY WHICH WE REMAIN IN STEADY CONTACT WITH SOME 2,000 SWISS FIRMS. SUSPENSION OF PUBLICATION WILL RENDER MANY OF OUR TASKS LESS EASY, AND SOME IMPOSSIBLE.

5. SWISS FIRMS ARE NOTABLY RETICENT TO GIVE OUT INFORMATION ABOUT THEMSELVES, WHICH HAS MEANT THAT FOR VIRTUALLY EVERY WTD REPORT WE SUBMIT WE HAVE HAD TO OBTAIN A COMMERCIAL CREDIT ANALYSIS ON THE FIRM. WE EXPECT TO NEED ABOUT 160 SUCH REPORTS (AT APPROX. DOLS 10 EACH) FOR THE BALANCE OF THIS FISCAL YEAR, INCLUDING THOSE WHICH WILL BE REQUIRED IN CONNECTION WITH OUR RESPONSE TO STATE A-977 ANNOUNCING A GENERAL REVIEW OF ALL FTI INFORMATION DATED 1968. WE NOW HAVE IN HAND FUNDS TO PURCHASE 35 SUCH REPORTS, AND HAVE BEEN TOLD THAT WE SHOULD NOT EXPECT TO BE ABLE TO PURCHASE ANY MORE BEFORE JULY, ALTHOUGH THE EMBASSY LAST MAY SIGNED A 12 MONTH CONTRACT TO PURCHASE 100 REPORTS IN ADDITION TO THESE 35. OUR WTDR REPORTING MUST BE EXPECTED, THEREFORE, TO BE CONSIDERABLY LESS COMPLETE AND USEFUL THAN HAS BEEN THE CASE IN THE PAST, ALTHOUGH WE WILL CONTINUE UNCLASSIFIED

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TO DO THE BEST WE CAN WITH THE INFORMATION AT HAND.
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